IN THE CLAIMS

Please amend the claims as shown below:

<u>Change to</u>:
1 - 42. (cancelled)

43. (new) A framework for analyzing a firm, comprising:

a plurality of network models for connecting one or more elements of value of said firm to one or more aspects of financial performance of said firm, said network models being further comprised of:

input nodes, hidden nodes and output nodes where each input node represents an element of value and each output node represents an aspect of financial performance; and

a plurality of relationships between said nodes, each said relationship being characterized by a degree of influence from one node to another; said degree of influence being dependent upon an impact of the element of value represented by said node and its interrelationship with other elements of value.

44. (new) The framework claimed in claim 43 where one or more aspects of financial performance are selected from the group consisting of revenue, expense, capital change, market value and combinations thereof.

45. (new) The framework of claim 43 wherein a network model further comprises:

a summary of value drivers by element of value applied to each of said input nodes, where said summaries summarize the impact of each of said elements of value on one or more aspects of financial performance, the other elements of value and combinations thereof.

46. (new) The framework of claim 43 further comprising means for training a best fit network model that identifies a relative impact of each element of value on each component of value where the weights from the best fit models are used to identify the

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relative contribution of each element of value to each component of value net of any impact on the other elements of value.

47. (new) The framework of claim 43 further comprising means for training best fit network models that identify the relative impact of each element on market value where the weights from the best fit model are used to identify the relative contribution of each element of value to market value.

48. (new) The framework claimed in claim 43 where a plurality of relationships are quantified for a specified point in time within a sequential series of points in time.

49. (new) The framework of claim 43 where a relative contribution to the components of value are combined with the present value of said components of value to determine a current operation value of each element of value where the components of value are selected from the group consisting of revenue, expense, capital change and combinations thereof.

50. (new) The framework of claim 43 where an elements of value is selected from the group consisting of brands, customers, employees, partnerships, vendors and combinations thereof.

51. (new) The framework of claim 43 where the network models further comprise neural network models that are trained using genetic algorithms.

52. (new) The framework of claim 43 where enterprise growth options and market sentiment are optionally valued.

53. (new) The framework of claim 43 that further comprises the ability to display a value of the aspects of financial performance, elements of value, growth options, market sentiment and combinations thereof using a paper document or electronic display.

54. (new) A firm analysis method, comprising:

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aggregating firm related data from a plurality of systems in accordance with a common data dictionary

using at least a portion of the data to generate network models which connect one or more current elements of value of said firm to one or more aspects of financial performance of said firm, said network models being further comprised of:

> one or more input nodes, hidden nodes and output nodes where each input node represents an element of value and each output node represents an aspect of financial performance, and

> a plurality of relationships where each relationship is a function of an impact of each element on other elements of value or an aspect of financial performance;

modifying said network models using one or more future scenarios, each scenario serving to modify the elements of value with consequent effects on the relationships and aspects of financial performance, and

evaluating the scenarios in light of their impact on aspects of financial performance to determine which scenarios should be pursued.

55. (new) The method of claim 54 where one or more aspects of financial performance are selected from the group consisting of revenue, expense, capital change, market value and combinations thereof.

56. (new) The method of claim 54 wherein said network models further comprise:

> a summary of value drivers by element of value applied to each of said input nodes, where said summaries summarize the impact of each of said elements of value on one or more aspects of financial performance, the other elements of value and combinations thereof.

57. (new) The method of claim 54 where one or more weights from a best fit model are used to identify a net impact of each element of value on a component of value selected from the group consisting of revenue, expense, capital change and combinations thereof.

58. (new) The method of claim 54 further comprising means for training best fit network models that identify a relative impact of each element on each of the components of value where one or more weights from the best fit models are used to identify a relative

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contribution of each element of value to each component of value net of any impact on the other elements of value.

59. (new) The method of claim 54 further comprising means for training one or more best fit network models that identify a relative impact of each element of value on market value where one or more weights from the best fit model are used to identify a relative contribution of each element of value to market value.

60. (new) The method of claim 54 where a plurality of relationships are quantified for a specified point in time within a sequential series of points in time.

61. (new) The system of claim 54 where a relative contribution to one or more components of value is combined with a present value of said components of value to determine a current operation value of each element of value.

62. (new) The method of claim 54 where one or more elements of value are selected from the group consisting of brands, customers, employees, partnerships, vendors and combinations thereof.

63. (new) The method of claim 54 where network models further comprise neural network models.

64. (new) The method of claim 54 where a firm is a product, a group of products, a division or a company.

65. (new) The method of claim 54 where one or more enterprise growth options, a market sentiment and an impact of different scenarios are optionally valued and displayed using a paper document or electronic display.

66. (new) The method of claim 54 where firm related data includes data captured from the group consisting of a basic financial system, a human resource system, an advanced financial system, a sales system, an operations system, accounts receivable system,

accounts payable system, capital asset system, inventory system, invoicing system, payroll system,. purchasing system, the Internet and combinations thereof.

67. (new) A computer readable medium having sequences of instructions stored therein, which when executed cause the processor in a computer to perform a firm analysis method, comprising:

integrating business related data for a firm using a common dictionary,

using at least a portion of the data to generate a plurality of network models which connect one or more elements of value of said firm to one or more aspects of financial performance of said firm, said network models being further comprised of:

one or more input nodes, hidden nodes and output nodes where each input node represents an element of value and each output node represents an aspect of financial performance and

a plurality of relationships where each relationship is a function of the impact of each element on other elements of value or an aspect of financial performance.

68. (new) The computer readable medium of claim 67 where one or more aspects of financial performance are selected from the group consisting of revenue, expense, capital change, market value and combinations thereof.

69. (new) The computer readable medium of claim 67 wherein a network model further comprises:

a summary of value drivers by element of value applied to each of said input nodes, where said summaries summarize the impact of each of said elements of value on one or more aspects of financial performance, the other elements of value and combinations thereof.

70. (new) The computer readable medium of claim 67 where one or more weights from a best fit model are used to identify a net impact of an element of value on revenue, expense and capital change.

71. (new) The computer readable medium of claim 67 where the method further comprises:

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training best fit network models to identify a relative impact of an element on a component of value where one or more weights from the best fit models are used to identify a relative contribution of each element of value to each component of value net of any impact on the other elements of value.

72. (new) The computer readable medium of claim 67 where the method further comprises:

training a best fit network model that identifies a relative impact of an element of value on a market value where one or more weights from the best fit model are used to identify a relative contribution of each element of value to market value.

73. (new) The computer readable medium of claim 67 where the relationships are quantified for a specified point in time within a sequential series of points in time.

74. (new) The computer readable medium of claim 67 where the relative contributions to the components of value are combined with the present value of said components of value to determine the current operation value of each element of value 34 where the components of value are revenue, expense and capital change.

75. (new) The computer readable medium of claim 67 where the elements of value are selected from the group consisting of brands, customers, employees, equipment, partnerships, production equipment, vendors and combinations thereof.

76. (new) The computer readable medium of claim 67 where the network models are neural nets.

77. (new) The computer readable medium of claim 67 where the firm is a product, a group of products, a division or a company.

78. (new) The computer readable medium of claim 67 where one or more enterprise growth options, a market sentiment and an impact of different scenarios are optionally valued and displayed using a paper document or electronic display.

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79. (new) The computer readable medium of claim 67 where firm data includes data captured from the group consisting of a basic financial system, a human resource system, an advanced financial system, a sales system, an operations system, accounts receivable system, accounts payable system, capital asset system, inventory system, invoicing system, payroll system,. purchasing system, the Internet and combinations thereof.